



NORWICH MERCHANTS' WEEK CELEBRATION

The Boston Store the Center of Activity During Merchants' Week

DURING its third of a century of active business life, The Boston Store has secured, and steadily maintained the lead in mercantile activity. Located in the exact business center of the city, at the point where all trolleys discharge their passengers, it affords the most convenient place for shopping. Its modern equipment, large stocks and special display facilities give to Eastern Connecticut an establishment without equal and we extend to all of our friends from out of town, as well as our local friends, the hospitalities of the store. Make The Boston Store your first stopping place and let us assist you in every way, for we want you to realize that Norwich and The Boston Store are synonymous with complete satisfaction where trading is concerned.

MAKE THE BOSTON STORE YOUR MERCHANTS' WEEK HEADQUARTERS

BOSTON STORE CHECK ROOM CHECK YOUR PARCELS AND HAND LUGGAGE NO CHARGE

Don't let the question of what you will do with your parcels and hand luggage worry you. Check them at the Boston Store and leave yourself free for the pleasures of the day. The check room will be open between the hours of 8.30 in the morning and 6.00 in the evening.

Near the Pattern Counter, Main Street Entrance

DOMESTIC DEPARTMENT

FULL SIZE SHEETS for double bed. These Sheets are full size and made of an excellent quality of cotton. Always sold for \$1.10 each—

Merchants' Week 85c

FULL SIZE CROCHET BEDSPREADS—Handsome Crochet Spreads in size for double bed. A number of handsome designs in the lot. Regular price \$1.65—

Merchants' Week \$1.25

LINEN DEPARTMENT

ALL-LINEN HUCK TOWELS—real linen and nothing but linen in these towels which should sell for 39c—

Merchants' Week 29c

WHITE STRIPED VOILE for the summer waist. Some very handsome patterns in this popular weave are offered about twenty-five per cent. under price—

Merchants' Week 25c

WASH GOODS DEPARTMENT

12 1/2c DRESS GINGHAMS in pretty plaids, stripes and in solid colors. There are two widths, 27 and 32-inch, and such well-known makes as Red Seal, Bates and A. F. C.—

Merchants' Week 10c

GENUINE RIPPLETTE made by Bliss, Fabyan & Co. in a variety of staple and novelty designs. This fabric requires no ironing. Value 15c a yard—

Merchants' Week 12c

MEN'S FURNISHINGS DEPARTMENT

RAINCOAT ATHLETIC UNION SUITS—the most correct and comfortable garment for summer wear. Sleeveless and knee length. All sizes—

Merchants' Week 49c

\$1.50 NEGLIGEE OUTFIT SHIRTS—high-grade shirts in coat style with soft cuffs. Guaranteed colors—

Merchants' Week \$1.15

NECKWEAR AND HANDKERCHIEF DEPARTMENT

50c NECKWEAR FOR HALF PRICE—The latest styles of Collars and Cuff Sets in a great variety of designs. A special lot of the prettiest we could secure—

Merchants' Week 2 for 50c

\$3.50 OSTRICH BOAS in all the desirable colorings. These have grown in popularity for summer wear and are the most recent developments in the neckwear field—

Merchants' Week \$2.59

EMBROIDERY AND VEILING DEPARTMENT

MESH VEILINGS in BLACK AND COLORS—Our entire stock of 25c Veilings are put forward at this drastically reduced price for this week only—

Merchants' Week 15c

EMBROIDERED ORGANDIE FLOUNCINGS—Some very handsome designs which are particularly suitable for graduation gowns or Summer frocks will be found in this lot. All worth 75c a yard—

Merchants' Week 50c

GLOVE DEPARTMENT

75c SILK GLOVES FOR 59c—In spite of war prices we are going to give you a great bargain in these 12-Button Length Silk Gloves. Both White and Black are included—

Merchants' Week 59c

RUG AND DRAPERY DEPARTMENT

\$2.50 COLONIAL WILTON VELVET RUGS—These are very handsome 27 by 54-inch Rugs, resembling the finest Wiltons in both design and coloring. We have them in green, brown, rose, blue and tan effects—

Merchants' Week \$1.98

CURTAIN MARQUISSETTE and SCRM—White, cream or ecru fabrics with hemstitched borders and a full yard wide. A very good quality with pretty open border. Actual value 25c a yard—

Merchants' Week 19c

MUSLIN UNDERWEAR DEPARTMENT

PRETTY CREPE-DE-CHINE CAMISOLES—A special offering of Dainty Crepe-de-Chine Camisoles in two different styles. The first has plain ribbon shoulder straps, and the second is in Corset Cover style, prettily trimmed with lace. They are valued at \$1.50—

Merchants' Week 98c

LEATHER GOODS DEPARTMENT

\$1.50 POCKET BOOKS FOR \$1.00—The handy kind with a strap on the back. They are of good size and very convenient to carry as well as being good style—

Merchants' Week \$1.00

Dainty Women's Apparel Specially Priced This Week

SOME RATHER UNUSUAL VALUES IN OUR GARMENT SECTION

Suits for Women and Misses

At this first price we have included many Suits in many different styles—all of them late models in fancy or plain tailored, flare and belted effects. Smart in style and coloring, well made and nicely finished they come up to the very high Boston Store standard of value and at the price are the biggest kind of bargains—

\$13.75

Suits of the Better Sort Reduced in Price

You will find values up to \$27.50 in this second group of Spring models—Suits of splendid quality in Men's Wear Serge, Gabardine, Wool Poplin and in the popular Shepherd check designs. The choice fabrics and colorings, combined with the best workmanship make these suits very superior and the Merchants' Week price brings the price down to the lowest notch—

\$19.75

Coats of All Styles from \$7.50 up

A very big assortment is ready for your inspection and choice. There are Coats for all purposes from those in Fine Wool Poplins, Strong Serges and Fancy Weaves to the coats of the Rougher Novelty Weaves, cut in clever Sport designs. These latter in Chinchillas and Fancy Plaids are very striking particularly in the loose flare models and belted effects.

ALL PRICES FROM \$7.50 UPWARD

Stunning Silk Blouses

SPECIAL \$1.98

Washable Striped Silks, Jap. Silks in solid white, White Crepe-de-Chine Blouses, all are included at the price. The styles are varied and right up-to-the-minute in every particular.

Crepe de Chine Blouses

SPECIAL \$2.98

We have assembled some Crepe-de-Chine Blouses of unusually good quality to sell for this low price in plain white and colors. Also some very pretty Fancy Striped Silk Blouses in charming models and colorings.

Women's House Dresses

ONLY \$1.00

The Finest House Dresses you ever saw for the money. Fine striped gingham and checked patterns have been made up with extraordinary care into a number of very handsome models—all prettily trimmed.

A HOST OF PRETTY TRIMMED HATS

FOR ONLY \$3.98

Values As High As \$7.00

We have assembled a beautiful collection of Trimmed Hats whose values run as high as \$7.00. Conforming in every way to the most recent mode, they give a wide range of individual choice. You will undoubtedly find in this collection just the Hat you are looking for and at a price which is but a fraction of its value. They are superb in style and quality and wonderful bargains.



A \$10.00 LAYETTE FREE TO THE FIRST BABY BORN DURING MERCHANTS' WEEK

To the first New London County, or Windham County Baby, born during Merchants' Week, we will give a \$10.00 Layette, or its equivalent in merchandise from our Infants' Department. The only condition is that the father or other relative shall call in person at our Infants' Department and register the date and time of birth.

THIS OUTFIT WILL BE AWARDED TO THE FIRST BABY BORN BETWEEN MIDNIGHT, MAY 12TH AND MIDNIGHT, MAY 20TH, AND REGISTERED HERE DURING MERCHANTS' WEEK.

A DRESS FOR THE LITTLE GIRL—FREE

Two Special Merchants' Week Prizes

This Letter Contest is open to all little girls up to 12 years of age. The First Prize will be a \$5.00 Dress. The Second Prize will be a \$3.00 Dress.

THE PRIZES WILL BE AWARDED FOR THE TWO BEST LETTERS ON "WHY I LIKE MY MOTHER TO BUY MY DRESSES AT THE BOSTON STORE."

The letters are to be not more than 100 words in length, and must be mailed to "The Boston Store" not later than Tuesday, May 16th. Be sure to sign your name, with address, and your correct age.

The Big Spring Sale of Toilet Goods Is Now Going On SECURE YOUR SUMMER SUPPLY NOW AT SPECIAL SALE PRICES

The Reid & Hughes Co

REGISTER YOUR NAMES AND ADDRESSES

We wish to obtain a better acquaintance with our friends who live outside the city. Make yourself known to us and leave us your name and address that we may keep in touch with you and keep you informed about the special trading events which we conduct throughout the year.

Register Will Be Found in Our Rest Room on the Second Floor

HOSIERY AND UNDERWEAR DEPARTMENT

WOMEN'S SWISS RIBBED COTTON VESTS—High-grade Under-vests in low neck, sleeveless model—some perfectly plain, and some trimmed with lace or crochet. Sizes 5 and 6. These are the regular 25c quality—

Merchants' Week 19c

WOMEN'S SEAMLESS SILK HOSE—Here's a wonderful bargain. Splendid 50c Silk Hose in black, white and colors, including navy, smoke, pink, sky and bronze. You'll have to get them Merchants' Week—

Merchants' Week 35c 3 pairs for \$1.00

\$1.50 SILK HOSE FOR ONLY 98c A PAIR—These are Pure Silk Hose from one of the best known manufacturers whose name we are not at liberty to disclose. We have them in black, white and in a variety of the best colors. Every pair is actually worth \$1.50—

Merchants' Week 98c

RIBBON DEPARTMENT

BEAUTIFUL 6-INCH MOIRE RIBBON—Pretty Moire Ribbons which are 6 inches wide and suitable for many purposes are offered at this very special price for this week only. Black, white and many of the best colors including old rose, green, mauve, etc., value 33c a yard—

Merchants' Week 23c

ART GOODS DEPARTMENT

PURE LINEN GUEST TOWELS stamped with dainty designs for embroidering. These Towels are of our regular 35c value—

Merchants' Week 15c

NIGHT ROBES FOR EMBROIDERING—these are all made up in an attractive style, the batiste of which they are made is of good quality and the embroidery designs are very effective. Actual value 75c—

Merchants' Week 50c

SILK DEPARTMENT

\$1.50 SILK TAF—TA FOR \$1.23 A YARD—The ever increasing price of silk makes a genuine silk bargain attractive, and this is one of the attractive ones. Your chance to buy Silk Taffeta in black and all colors at a genuine bargain price—

Merchants' Week \$1.23

DRESS GOODS DEPARTMENT

BLACK AND WHITE SHEPHERD CHECKS—They are all the rage this year and most attractive Coats, Suits and Dresses are made up of this material. We offer a good variety in different sizes of checks at values from 69c to 75c a yard—

Merchants' Week 48c

NOTION DEPARTMENT

COMBINATION COAT AND PANT HANGERS—Splendid, practical hangers which we sell regularly for 10c each—

Merchants' Week 2 for 15c

HAIR PIN CABINETS WITH 300 PINS—A big size cabinet with 300 pins—the kind we sell for 10c—

Merchants' Week 7c

STATIONERY DEPARTMENT

25c WRITING PAPER FOR 17c—Buy your paper by the pound and save money. We are going to sell Fine Correspondence Paper in pound packages way under price this week—

Merchants' Week 17c

ENVELOPES TO MATCH THE ABOVE, value 10c—

Merchants' Week 7c package

INFANTS' WEAR DEPARTMENT

WASH SUITS FOR LITTLE BOYS—These are some suits which were intended for sale at \$1.25 but during this week they will go for 98c only. They are one-piece suits in the jacket and pants effect made of a striped material in a number of patterns. All sizes from 2 to 6 years—

Merchants' Week 98c

KITCHENWARE DEPARTMENT

A Sale of the Beautiful SKI-BLUE ENAMEL WARE

A heavy coated enamel ware, sky blue, both inside and out—an enamel ware which will stand hard usage and preserve its good appearance. We have just received a large assortment for sale during Merchants' Week—it includes—

2-quart Coffee Pots, 6 1/2-quart Preserving Kettles, 2-quart Tea Pots, 8-quart Wash Basins, 2-quart Tea Kettles, 5-quart Sauce Pans, 4 1/2-quart Dutchess Kettles, 2-quart Milk Kettles, 1 1/2-quart Cereal Cookers, 8 1/2-quart Water Pails, 4-quart Berlin Kettles, 5 1/2-quart Berlin Kettles.

YOUR CHOICE 29c Each